

an adjustable shape-retaining element coupled to said flexible lighting element.

3. The lighting device according to claim 2, wherein said adjustable shape-retaining element is integrally formed with said flexible lighting element.

4. The lighting device according to claim 3, wherein:  
said adjustable shape-retaining element is molded in said plastic rope.

5. The lighting device according to claim 2, further comprising:  
a translucent flexible covering coupled about said flexible lighting element.

6. The lighting device according to claim 5, wherein said flexible covering is transparent.

7. The lighting device according to claim 2, comprising a flexible lighting element mounted in a translucent, flexible covering, said flexible covering including an adjustable shape-retaining element.

8. The lighting device according to claim 7, wherein said flexible covering is transparent.

9. The lighting device according to claim 2, wherein said flexible lighting element includes a rope light.

10. The lighting device according to claim 2, wherein said adjustable shape-retaining element is a metal wire.

11. The lighting device according to claim 7, wherein said adjustable shape-retaining element is incorporated in at least part of said flexible covering.

12. A method for providing a selectably changeable shape lighting device, the method comprising coupling an adjustable shape-retaining element to a flexible lighting element which includes a plurality of tiny light bulbs molded in a plastic rope.

13. The method according to claim 12, wherein said step of coupling includes integrally forming said adjustable shape-retaining element with said flexible lighting element.

14. The method according to claim 12, further comprising:  
mounting the flexible lighting element and adjustable shape-retaining element in a translucent flexible covering.